



MARCH 2022

# Open call for multimedia communications providers

## Background

DIGITALEUROPE is the leading trade association representing digitally transforming industries in Europe. We stand for a regulatory environment that enables European businesses and citizens to prosper from digital technologies. We wish Europe to grow, attract and sustain the world's best digital talents and technology companies. Together with our members, we shape the industry policy positions on all relevant legislative matters and contribute to the development and implementation of relevant EU policies. Our membership represents over 35,000 businesses who operate and invest in Europe. It includes 93 corporations which are global leaders in their field of activity, as well as 39 national trade associations from across Europe.

## About the call

DIGITALEUROPE is launching an open call to build a database of professional multimedia communications providers. Selected applicants would be commissioned on short-term/long-term consultancy basis to deliver on several timebound multimedia production projects for DIGITALEUROPE.

## Scope of work

Under the supervision of DIGITALEUROPE's Communications team, the selected applicants would be assigned short term/or long-term consultancy production projects. An assignment initiation session as well as regular follow-up and feedback sessions, throughout the development and delivery process, would be held with the communications team.

The Communications team will supervise the overall process of the assignment and act as the main point of contact for the selected consultant team.

A consultancy service agreement should be signed by the consultant and DIGITALEUROPE following the confirmation of every assignment.

## Roles

DIGITALEUROPE calls on the following creators' categories to apply:

- ▶▶ **Video creators:** ideally videographers and video editors and motion designers who can produce a range of video content, including script development, shooting, post-production work and animations.
- ▶▶ **Photographers** (events, individual photoshoots)
- ▶▶ **Graphic designers:** ideally designers who can work with both static assets and short animations; designers who can create a range of publishing materials, including reports, brochures, leaflets, infographics, booklets and presentations
- ▶▶ **Digital marketing and corporate communications specialists** (including strategists, media trainers, paid media specialists, copywriters, analysts)
- ▶▶ **Communication strategists for executives and C-suite**

### The role includes:

- ▶▶ Working closely with the communication team to ensure brand compliance.
- ▶▶ Creation of a range of content (including static and animated visual assets) for digital dissemination, including DIGITALEUROPE's social media channels (LinkedIn, Twitter) and the website <https://www.digitaleurope.org/>
- ▶▶ Assessing performance of DIGITALEUROPE's and the Director-General's digital channels, providing meaningful insights, and suggesting appropriate strategies and content in line with the organisational objectives.
- ▶▶ Assisting with storyboarding: Concepts will be co-driven by DIGITALEUROPE but creative, out of the box ideas would be highly appreciated.

### Skills and attributes

The applicant should satisfy the following criteria:

- ▶▶ A proven track record in the specialized creative field, as demonstrated by a personal portfolio.
- ▶▶ Ability to be forthcoming with ideas to enrich the ideation phase of the assignment.
- ▶▶ An out-of-the-box mindset.
- ▶▶ Ability to express themselves in English clearly.
- ▶▶ Have an interest in working with a digital policy organization. A prior experience of working for EU policy-focused organisations and familiarity with the digital industry is an asset.
- ▶▶ Have an interest in topics related to digital technologies, environmental and trade policies and familiarity with best practices and principles in the digital policy field.

- ▶▶ Available to take on projects with a relatively short notice and being flexible to attend several rounds of relevant consultations throughout the time of the assignment.
- ▶▶ Attention to details and taking feedback earnestly.
- ▶▶ Resourcefulness and reliability, including maintaining clear communication and meeting delivery deadlines.
- ▶▶ Strong work ethic, ability to work as a productive and positive member of a small, creative team.
- ▶▶ Europe-based applicants holding a VAT identification number (highly desirable).

**Demonstrable computer skills (applicable to the relevant field of expertise):**

- ▶▶ Proficiency with Microsoft Office (Outlook, Word, Excel, PowerPoint),
- ▶▶ Excellent Knowledge of Adobe Creative Suite, such as InDesign, Photoshop, Illustrator, Acrobat and/or other design products.
- ▶▶ Proficient use of advanced video editing software.
- ▶▶ Project management tools
- ▶▶ Social media management and monitoring tools, including conversation analysis (e.g. Brandwatch)

## How to apply

If you are an individual professional or an agency operating in one of the above-indicated areas of creative specialization and if you think you have the skills and attitude to take our communications production to the next level, apply by sending the below application package to [samia.fitouri@digitaleurope.org](mailto:samia.fitouri@digitaleurope.org) using “**Open call for multimedia production-DE**” as a subject:

- ▶▶ Good and demonstrable **portfolio** of graphic design / photography / videography / creative strategy and campaigns / executive visibility / digital channel strategy / analytics and impact measurement, outlining a collection of your previous projects. It would be appreciated to include any niche proficiency or an explanation of your work style (freelancers can share their Behance profile, if any).
- ▶▶ A **pricelist/generic quotation** including an estimate of the number of hours required to complete your category of creative content including two rounds of amendments / changes after feedback (i.e., videos/graphic animations/infographics...etc).
- ▶▶ Please briefly outline your **particular interest and motivation** in applying for this opportunity as part of your email body when sending your application.

Applications will be reviewed on rolling basis and interviews will be conducted **between 4 and 16 April, 2022**. A final selection does not automatically mean an immediate assignment. Selected applicants will be added to an internal consultancy database and will be reached out to with assignments in due course. Accepting or declining the assignment would depend on the consultant's availability.

DIGITALEUROPE is committed to making appointments on merit by a fair and open process, taking due account of equality and diversity.

FOR MORE INFORMATION, PLEASE CONTACT:



Samia Fitouri

**Senior Communications Manager**

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## About DIGITALEUROPE

DIGITALEUROPE represents the digital technology industry in Europe. Our members include some of the world's largest IT, telecoms and consumer electronics companies and national associations from every part of Europe. DIGITALEUROPE wants European businesses and citizens to benefit fully from digital technologies and for Europe to grow, attract and sustain the world's best digital technology companies. DIGITALEUROPE ensures industry participation in the development and implementation of EU policies.

# DIGITALEUROPE Membership

## Corporate Members

Accenture, Airbus, Amazon, AMD, Apple, Arçelik, Assent, Atos, Autodesk, Bayer, Bidao, Bosch, Bose, Bristol-Myers Squibb, Brother, Canon, Cisco, Dassault Systèmes, DATEV, Dell, Eli Lilly and Company, Epson, Ericsson, ESET, EY, Facebook, Fujitsu, GlaxoSmithKline, Global Knowledge, Google, Graphcore, Hewlett Packard Enterprise, Hitachi, HP Inc., HSBC, Huawei, Intel, Johnson & Johnson, Johnson Controls International, JVC Kenwood Group, Konica Minolta, Kry, Kyocera, Lenovo, Lexmark, LG Electronics, Mastercard, Microsoft, Mitsubishi Electric Europe, Motorola Solutions, MSD Europe Inc., NEC, Nemetschek, NetApp, Nokia, Nvidia Ltd., Oki, OPPO, Oracle, Palo Alto Networks, Panasonic Europe, Philips, Pioneer, Qualcomm, Red Hat, ResMed, Ricoh, Roche, Rockwell Automation, Samsung, SAP, SAS, Schneider Electric, Sharp Electronics, Siemens, Siemens Healthineers, Sky CP, Sony, Sopra Steria, Swatch Group, Technicolor, Texas Instruments, TikTok, Toshiba, TP Vision, UnitedHealth Group, Visa, Vivo, VMware, Waymo, Workday, Xerox, Xiaomi, Zoom.

## National Trade Associations

**Austria:** IOÖ

**Belgium:** AGORIA

**Croatia:** Croatian  
Chamber of Economy

**Cyprus:** CITEA

**Czech Republic:** AAVIT

**Denmark:** DI Digital, IT  
BRANCHEN, Dansk Erhverv

**Estonia:** ITL

**Finland:** TIF

**France:** AFNUM, SECIMAVI,  
numeum

**Germany:** bitkom, ZVEI

**Greece:** SEPE

**Hungary:** IVSZ

**Ireland:** Technology Ireland

**Italy:** Anitec-Assinform

**Lithuania:** Infobalt

**Luxembourg:** APSI

**Moldova:** ATIC

**Netherlands:** NLdigital, FIAR

**Norway:** Abelia

**Poland:** KIGEIT, PIIT, ZIPSEE

**Portugal:** AGEFE

**Romania:** ANIS, APDETIC

**Slovakia:** ITAS

**Slovenia:** ICT Association of  
Slovenia at CCIS

**Spain:** AMETIC

**Sweden:** TechSverige,  
Teknikföretagen

**Switzerland:** SWICO

**Turkey:** Digital Turkey Platform,  
ECID

**United Kingdom:** techUK